



daisy.

DDOS
PROTECTION

SAFEGUARD YOUR INTERNET PRESENCE WITH SOPHISTICATED DDOS PROTECTION



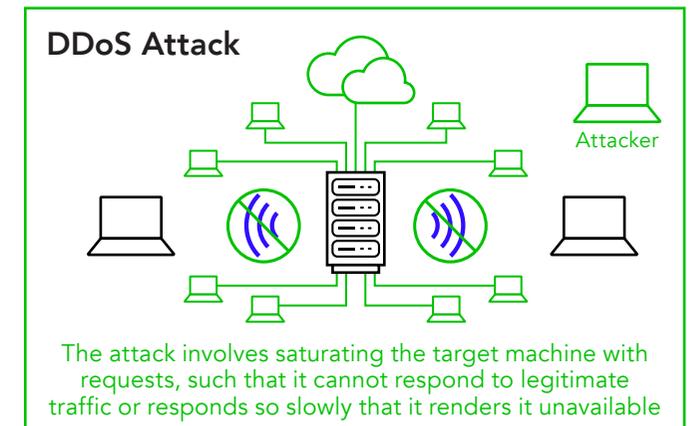
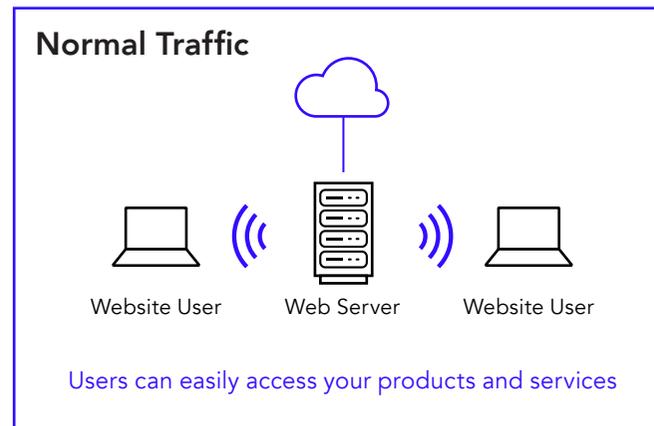
It's no secret that Distributed Denial of Service (DDoS) attacks are rising in frequency across the UK - and all businesses, regardless of size or industry, are potential targets.

Fast-mutating and getting more complex by the day, DDoS attacks aim to cripple online services, compromise personal data, steal credit card data, deface brands or even act as a smokescreen for other attacks – for political, financial or other malicious reasons.

The scale and intensity of these attacks are increasing, with almost 700 DDoS attacks taking place globally every hour. With the average cost to a business at £175,000, it is vital to look at the risks and assess if your current network will protect you.

What is a DDoS attack?

A Distributed Denial of Service (DDoS) attack is an attempt to make a computer or network device unavailable to legitimate users. A common attack method is to bombard an attack target with massive volumes of requests to open a connection. The target host cannot cope with such a large number of session requests and stops responding, rendering it useless. The DDoS attack also swamps a customer's Internet connection, blocking traffic from legitimate sources and in some cases, disabling the business.





DDOS PROTECTION

Overview

Daisy has invested in enhancing our network with embedded DDoS protection powered by Netscout (previously Arbor), which protects not only our Daisy network but also our customers' networks. As a Daisy Connectivity customer, we can protect your networks from DDoS attacks 24x7x365. All traffic during an attack remains in Daisy's UK network ensuring a UK sovereign service. We have the highest level accreditations with the world's most trusted security vendors, so there's nobody better placed to keep you protected.

What does Daisy DDoS Protection deliver?

Daisy's cloud-based DDoS Protection service provides mitigation against the threat of DDoS attacks 24x7x365. During an attack, your traffic is redirected through our DDoS mitigation platform, which intelligently identifies and drops malicious attack traffic in our core network before it reaches you.

Historical techniques for dealing with DDoS attacks, such as 'black hole' routing, stopped all traffic from reaching the DDoS attack target. While 'black hole' routing is effective at protecting a site or data centre, it can also achieve the same result as the DDoS attack itself, because it blocks all traffic, whether it is good or bad.

Daisy's DDoS Protection uses network collectors and threat management systems at strategic locations to identify, analyse and discard malicious DDoS attack traffic before it reaches your network. By dropping the malicious traffic in our backbone, your Internet connection and hosts do not become saturated with DDoS attack traffic and can remain operational, with no loss of business.

DDoS attacks in numbers

- Largest reported DDoS attack in 2020 was 612 Gbps
- 26,575 DDoS attacks observed worldwide daily
- DDoS attacks cause a third of all downtime incidents for internet services
- The average cost of a DDoS attack is £175,000

(Source: Various Netscout Reports 2019-2022)

DDoS Protection benefits

- State-of-the-art DDoS Protection platform powered by Netscout (previously Arbor)
- High-speed automated response to an attack
- There when you need us, keeping you protected 24x7x365
- DDoS Protection platform is built into the Daisy network, meaning all traffic remains within the UK
- Reduced operational costs – no need to invest in training to meet the ever-changing security demand

Why Daisy?

- Daisy has a 25-year track record of supplying managed security services
- End-to-end expertise: securing data centre to device across cloud, connectivity and communications
- The best technology: highest levels of accreditation with the world's leading vendors
- Skills and expertise: state-of-the-art UK-based 24/7 Security Operations Centre (SOC)

Have you thought about...?



Cyber Security

Hosted Firewall – Protect your Internet connectivity with next-generation hosted firewalls from industry-leading vendors.



Cloud & Desktop

Cloud & Hosting – Daisy deploys, manages and protects your workloads as they move across public, private and hybrid clouds.

NETSCOUT®



Find out more about Daisy DDoS Protection, speak to one of our sales specialists today:

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